GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

M.A. & U.D Dept., – Swachh Andhra Corporation – IEC & Behavioural Change activities under Swachh Bharat Mission Urban 2.0 – Permission for taking up the IEC activities as per the action plan and work order to the AIILSG & WASH-I as per their proposals for Setting up PMUs at State & District level to implement the IEC & Behavioural Change Activities under SBM(U) 2.0. – Accorded.

MUNICIPAL ADMINISTRATION & URBAN DEVELOPMENT (K) DEPARTMENT

G.O.Rt.No.644 Date :30.06.2025,

Read the following :-

1. From the Joint Secretary &Mission Director, Swachh Bharat Mission(Urban), D.O. Ir. Of No.12/2/2022-SBM-III/PHE, Dated: 8.12.2023.
2. e-file bearing No. 2879211 of O/o SAC.

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O R D E R:-

The Swachh Bharat Mission Urban 2.0 aims to promote sustainable sanitation and solid waste management practices through Information, Education and Communication (IEC) and Behaviour Change Communication (BCC). As IEC is a key component under SBM(U) 2.0.

2. In the reference 2nd read above, the Managing Director, Swachh Andhra Corporation has stated that he has sought proposals from all the Skill Development Partners (SKPs), who are in the list of empanelled Swachhata Knowledge Partners (SKPs) under SBM 2.0., which was communicated by the GoI in the reference 1st read above, for assisting States in thematic areas related to sanitation sector. Out of the 23 SKPs, two agencies i.e. All India Institute of Local Self Government (AIILSG) and WASH-I have submitted their proposals for taking up IEC & BCC activities across the State

3. Further, the Managing Director, Swachh Andhra Corporation has stated that Swachh Andhra Corporation with the support of SKPs have prepared an action plan for IEC & BCC activities to be taken up at State and ULB levels. The plan includes the monthly campaign themes, activity calendar, focused stakeholders and the all the activities proposed at State & ULB level including the budget of activities. These proposals aim to provide an integrated and field-driven approach to citizen engagement, outreach, and behavioural transformation, building on the momentum created through capacity- building sessions and ULB-level planning processes. Both the agencies have given timeline of 15 days for setting up of PMU and 15 days for designing of content and roll-out of IEC Plan from date of deploying the team.

(P.T.O)

The agencies have also proposed to set up dedicated IEC Project Management Units (PMUs) at the State level and deploy District IEC Coordinators to roll out consistent messaging, event-based campaigns, digital outreach, and monitoring activities across the State

4. The Managing Director, Swachh Andhra Corporation has requested to accord permission for taking up the IEC activities as per the action plan prepared by the SAC with the support of SKPs and issuing of work order to the AIILSG & WASH-I as per their proposals for Setting up PMUs at State & District level to implement the IEC & Behavioural Change Activities under SBM(U) 2.0.

5. After careful examination of the proposal of the Managing Director, Swachh Andhra Corporation, Government hereby accord permission to the Managing Director, Swachh Andhra Corporation to take up the IEC activities as per the action plan as annexed to this order and to issue work order to the All India Institute of Local Self Government (AIILSG) & WASH-I as per their proposals for Setting up PMUs at State & District level to implement the IEC & Behavioural Change Activities under SBM(U) 2.0.

6. The budget for taking up IEC & BCC activities across the State includes the development and monitoring costs as detailed below :-

Agency	Scope of Work	Monthly Budget (INR)
WASH Institute	Setting up State PMU, District IEC Coordinators, Swachh Andhra Day coordination, media & outreach campaigns, stakeholder engagement, knowledge management in 13 Districts	34,33,792/-
AIILSG	State IEC Team including designers, multimedia experts, content writers, and social media handlers; 13 District In-charges; content creation and event-based outreach	28,59,000/-

7. The Managing Director, Swachh Andhra Corporation shall take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S SURESH KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The Managing Director, Swachha Andhra Corporation, Vijayawada.
Copy to:-
The OSD to Hon'ble M(MA&UD).
The Ps to Principal Secretary to Government, MA & UD Department
The Commissioner &Director of Municipal Administration, AP
Sf/Sc

// FORWARDED :: BY ORDER //

K. Sailaja.

SECTION OFFICER

IEC & BCC Action Plan
under
Swachh Bharat Mission (U) 2.0

Swachha Andhra Corporation
Municipal Administration & Urban Development Department
Government of Andhra Pradesh

1. Vision:

- "To create a sustained people's movement for sanitation by fostering awareness, ownership, and behavioural change through strategic communication at all levels."

2. Objective:

- **Increase Awareness:** Raise awareness about the importance of sanitation, hygiene, and waste management among all urban residents.
- **Promote Behaviour Change:** Encourage the adoption of desired sanitation practices, such as source segregation, proper waste disposal, toilet usage, and hand-washing.
- **Foster Citizen Engagement:** Engage citizens in the planning, implementation, and monitoring of SBM-U 2.0 activities with large scale citizen outreach to intensify 'Jan Andolan'.
- **Strengthen Institutional Capacity:** Build the capacity of municipal corporations and other stakeholders to effectively implement IEC and BCC strategies.
- **Ensure Sustainability:** Promote sustainable sanitation practices that contribute to the long-term success of SBM-U 2.0 and achieving Garbage Free Cities.

3. Situation Analysis

- **Current Status:** Assess the existing sanitation infrastructure, waste management practices, and citizen awareness levels in the urban areas. Identify gaps in knowledge, attitudes, and practices related to cleanliness and hygiene.
- **Stakeholder Mapping:** Identify key stakeholders, including municipal corporations, NGOs, community leaders, resident welfare associations, schools, and media outlets. Understand their roles, responsibilities, and influence on sanitation practices.
- **Behavioural Barriers:** Analyse the behavioural barriers that hinder the adoption of desired sanitation practices. These may include lack of awareness, social norms, inconvenience, perceived cost, and lack of trust in the system.
- **Communication Channels:** Evaluate the effectiveness of existing communication channels, such as print media, electronic media, social media, community events, and interpersonal communication. Identify the most appropriate channels for reaching different target audiences.

4. State/ ULB level components eligible for SBM (U) 2.0 funding:

- Dissemination of State/ ULB level campaigns regarding various components of SBM-U 2.0, including through interpersonal communication
- Empanelment and engagement of SKPs / NGOs/ CBOs/ CSOs for grassroots mobilization and sensitization regarding SBM-U 2.0;
- Promotion of good practices at household/ individual level, collectives, RWAs, schools/ colleges, market associations etc;
- Organization of promotional events (such as 'plog' runs, mass triggering activity, competitions etc.) related to SBM-U 2.0.

5. Target Audiences

- Urban households
- School and college students
- Market associations and business owners
- Sanitation workers (Safai mitras)
- Women's SHGs and RWAs
- Community Leaders
- Migrant populations and slum dwellers
- Ward-level elected representatives
- All Govt and Private Institutions
- Municipal staff

6. Communication Strategies

- **Mass Media Campaigns:** Utilize television, radio, print media, and social media to disseminate key messages about sanitation and hygiene.
- **Community Mobilization:** Organize community events, street plays, rallies, and door-to-door campaigns to engage citizens and promote behaviour change.
- **School Sanitation Programs:** Implement sanitation education programs in schools to raise awareness among children and promote hygiene practices.
- **Mass Cleanliness Drives:** Involve citizens, SHGs, Students, Industries & other communities and conduct Mass Cleaning drives at Public, Tourist and other prominent places.
- **Training and Capacity Building:** Provide training to sanitation workers, community leaders, and municipal staff on effective IEC and BCC techniques.

- **Interpersonal Communication:** Encourage face-to-face communication between sanitation workers and community members to address concerns and provide guidance.
- **Digital Platforms:** Leverage digital platforms, such as mobile apps and websites, to provide information, collect feedback, and monitor progress.
- **Social Media Engagement:** Utilize social media platforms to create awareness, engage citizens, and promote positive sanitation behaviours. Run targeted campaigns and contests to incentivize participation.

7. Monthly IEC Themes to be taken up on campaign mode:

Mode: Each theme will drive focused campaigns during the month, culminating in high-impact Swachha Andhra Day events on the 3rd Saturday.

Month	Monthly IEC Theme	Focus Areas	Swachha Andhra Day (3rd Saturday) – Key IEC Activities
July 2025	**Source Segregation is My Duty**	3-bin segregation, composting at source, wet & dry waste clarity	Ward-level door-to-door drives by SHGs, segregation pledge wall, mascot campaigns, segregation flash mobs
August 2025	**Plastic-Free Urban Andhra**	Ban on single-use plastics, alternatives promotion, shopkeeper engagement	Market area clean-ups, plastic audit booths, eco-alternatives stalls, vendor sensitization rallies
September 2025	**Used Water is a Resource**	Grey water reuse, ODF+/++ promotion, faecal sludge management	School exhibitions, used water demos, IPC in slums, public display of toilet mapping
October 2025	**Dignity for Sanitation Workers**	PPE use, mechanization, social dignity, health camps	Felicitation by elected reps, IEC murals with real worker stories, awareness sessions in schools
November 2025	**Circular Economy – Waste to Resource**	MRFs, compost marketing, dry waste value, decentralised processing	Swachh Mela with stalls, model MRF walk-throughs, live composting demos, community buyback centres
December 2025	**Green and Resilient Cities**	Tree plantation, water conservation, heat resilience, climate literacy	Heat alert IEC materials, green corridor awareness, tree tagging, rainwater harvesting demos
January 2026	**Youth for Swachh Andhra**	School Swachh clubs, NSS/NCC outreach, eco-leadership	Clean campus competitions, student rallies, college nukkad nataks, Swachh quiz/pledge board events

Month	Monthly IEC Theme	Focus Areas	Swachha Andhra Day (3rd Saturday) – Key IEC Activities
February 2026	**Swachhatha through Digital Empowerment**	SAC app use, dashboard awareness, grievance redressal platforms	QR codes at waste bins, app demo kiosks in wards, digital literacy sessions with SHGs
March 2026	**C&D Waste – Don't Dump, Manage**	Construction & demolition waste segregation, reuse, tracking	Mobile IEC units at construction sites, builder workshops, IEC hoardings near project areas
April 2026	**Know the Rules, Be a Swachh Citizen**	Awareness of sanitation rules, penalties, rights & responsibilities	Ward Sabha IEC drives, law posters in colonies, Swachh law literacy quiz, FAQ leaflets
May 2026	**Public Toilets & Hygiene for All**	Access, cleanliness, usage behaviour, inclusive sanitation (women, elderly, disabled)	Street theatre, feedback QR stickers in toilets, Swachh Toilets rating posters
June 2026	**Celebrate Champions, Inspire Communities**	Recognizing citizens, SHGs, workers, institutions with impactful Swachhatha practices	Felicitation by CM/Ministers, wall of fame in wards, documentary screenings of success stories

8. Expected Outcomes:

Outcome Area	Indicators
Improved Awareness	90% of citizens aware of waste segregation and sanitation rules
Behaviour Change	70% households practicing daily source segregation
Community Participation	100% wards with active Swachhatha volunteers or clubs
Sanitation Worker Empowerment	Improved dignity, visibility, and public appreciation
Digital Reach	10M+ social media impressions annually
Feedback & Responsiveness	Real-time citizen feedback integrated into Swachh dashboard

9. Fund allotted under SBM (U) 2.0:

IEC plan is proposed at ULB level and State Level for various thematic areas/ Campaigns. Accordingly, a IEC plan was drafted and submitted to the GoI for a total project cost of Rs.237.33 Crs for the period from 2021 to 2026. Accordingly, GoI has sanctioned the submitted IEC plan for Andhra Pradesh for Rs.237.33 and the first phase amount for Rs.17 Crs has been released.

10.Component Wise IEC Interventions

#	Key Themes and Messages of the Mission Covered	Details	Targeted Stakeholders	Medium of Engagement	Outcome
1	Sanitation - Usage of IHHLs, public toilets and community toilets	➢ Promotion of good practices at household/ individual level, collectives, RWAs, schools/ colleges, market associations etc; to achieve all CT/PT aspirational	Households, RWAs, CSO, Local commercial Associations, SHG's, etc.	• Interpersonal Communication (IPC) • Community Mobilisation • Mid Media Communication • Mass Media • Outdoor Media & social media	1. 100% households with individual toilets 2. All CT/PT aspirational 3. All ULBs with ODF++ certification
2	Solid Waste Management	➢ Promotion of national level initiatives such as Swachh Survekshan, GFC etc (including source segregation, Home composting and Bulk waste management)	Households, RWAs, CSO, Local commercial market Associations, SHG's, Bulk waste generators, educational institutes, etc.	• Interpersonal Communication (IPC) • Community Mobilisation • Mid Media Communication • Mass Media • Outdoor Media & social media	1. source segregation of waste 2. Home composting 3. community level composting 4. implementing Bulk waste management Rules 5. SUP Ban 6. 100% ULBs with garbage free cities certification
3	Safaimitra Suraksha - Safety and Dignity of Sanitation Workers	➢ Tailoring Communication for Behaviour Change among Sanitation Workers and Communities	Safai Mitra, RWA, CSO, Community at large, Safai Mitras and their family and ULB members	• Interpersonal Communication (IPC) • Community Mobilisation • Mid Media Communication • Mass Media • Outdoor Media & social media	1. Improved Safety Practices 2. Enhanced Dignity and Respect 3. Higher Utilization of Personal Protective Equipment (PPE) 4. Enhanced Coverage of Health and Safety Training

#	Key Themes and Messages of the Mission Covered	Details	Targeted Stakeholders	Medium of Engagement	Outcome
4	Used Water and Faecal Sludge Management	➢ Empanelment and engagement of NGOs/ CBOs/ CSOs for grassroots mobilization and sensitization regarding Used water management and Faecal sludge management.	RWAs, NGOs, commercial establishments, institutions, etc.	• Interpersonal Communication (IPC) • Community Mobilisation • Mid Media Communication • Mass Media • Outdoor Media & social media	1. Getting septic tanks periodically de-sludged 2. Recycled water management. 3. Establishment of treatment plants by bulk users and institutions. 4. Achieving ODF++ and Water+ certification
5	Developing and promoting of monitoring App's and IT enabled governance	➢ Hiring of professional IT firms/ IEC/ BCC agency (on an outsourced basis) for developing IEC strategies, collaterals, content and developing tools and managing Social Media outreach;	ULB, Citizens	• Interpersonal Communication (IPC) • Community Mobilisation • Mid Media Communication • Mass Media • Outdoor Media & social media	1. Real-time online monitoring of functional assets to be created under different components of the Mission. 2. To ensure a transparent and robust citizen-centric engagement 3. Providing better cleanliness services to the public 4. Outreach to public through social media
6	Collaboration and Partnership	➢ Hiring of Professional agencies for development of IEC Posters, Audio and Video Ads. ➢ Collaboration with Swachata Knowledge partners, NGOs and Voluntary Organisations for Thematic Activities	Private Firms, Swachatha Knowledge Partners, NGOs and Voluntary Organisations	• Mid Media • Mass Media • Interpersonal Communication (IPC) • Community Mobilisation • Outdoor Media & social media	All Thematic Campaigns and activities

Though the activities are taken up at ULB level activity planning, content creation, NGO & other stakeholder engagement, Monitoring Mechanisms will be worked out at State/District level

E. Financial Overview

1. State Level : 52.20 Cr

S.No	Activity/ Theme	Expected Quantity	Unit Price in Rs	Total in Rs
1	Conferences/Exhibitions/Workshops	6	3000000	18,000,000
2	PEER Learning Tools (Mascots, Inflatables) (3 per ULB)	369	100000	36,900,000
3	Kalajatharas	15312	5,000	76,560,000
4	Exposure Visits/ Camps (State & ULB Level Functionaries)			30,000,000
5	Awareness through Digital Display Vans (Swachh Rathas)	3828	8000	30,624,000
6	Publicity through Print Media			100,000,000
7	Publicity through Electronic Media			100,000,000
8	Development of IEC designs			10,000,000
9	Development of Audio/Video visuals			50,000,000
10	Social Media Team			10,000,000
11	Brand ambassadors at State/ULB levels			30,000,000
12	Feedback and Monitoring App			10,000,000
13	Monitoring Team For IEC at state Level			20,000,000
Total Sate Level estimated budget in Rs				**522,084,000**

2. ULB Level : 107.81 Cr

Activity	SWM	UWM	Sanitation	Total Quantity	Unit Price in Rs	Total Amount in Rs
SASA Event Day Activities (@1 per Ward) *12 months				45936	5000	**229680000**
RRR Centres at 1 per ward				3828	50,000	**191400000**
Swachh Badi infra @2 per Municipal Corporation				34	800000	**27200000**
Pamphlets	2,17,96,400	1,30,77,840	1,74,37,120	52311360	5	**261556800**
Posters	2,17,964	1,45,309	2,17,964	581237	35	**20343295**
Wall paintings	7,656	5,742	5,742	19,140	7500	**143550000**
Mural Paintings	1,33,980	95,700	95,700	325380	200	**65076000**
Banners				19,140	500	**9570000**
Audio (Mic Set)				3,828	10000	**38280000**
Rally/ Cleanliness Drives				91,872	3000	**275616000**
Campaigns (SASA)				45,936	5000	**229680000**
Social/Digital Media Campaigners				191	180000	**34380000**
Total IEC Budget for 123 ULBs						**1526332095**

Total Budget: Rs.52.20 Crs (State) + Rs.152.63 Crs (ULB) = 204.83 Cr.

Monthly Activity Calendar

Activity/ Theme/ Material	Total Quantity	Proposed Timeline	Monthly Quantity - Activity/ Theme/ Material											
			Month-1	Month-2	Month-3	Month-4	Month-5	Month-6	Month-7	Month-8	Month-9	Month-10	Month-11	Month-12
Setting up on IEC PMU Team	-	15 days from issue of Work Order & Signing of formal agreement												
Preparation of Material & Roll Out of IEC Plan		15 days from deployment of PMU Team												
ULB Level														
SASA Event Day Activities (@1 per Ward) *12 months	**45936**		**3828**	**3828**	**3828**	**3828**	**3828**	**3828**	**3828**	**3828**	**3828**	**3828**	**3828**	**3828**
Pamplets	52,311,360		**4359280**	**4359280**	**4359280**	**4359280**	**4359280**	**4359280**	**4359280**	**4359280**	**4359280**	**4359280**	**4359280**	**4359280**
Posters	581,237		**48436**	**48436**	**48436**	**48436**	**48436**	**48436**	**48436**	**48436**	**48436**	**48436**	**48436**	**48441**
Wall paintings	19,140		**3245**	**3245**	**3245**	**3245**	**3245**	**3245**						
Mural Paintings (Stencels)	325,380		**54230**	**54230**	**54230**	**54230**	**54230**	**54230**						
Banners	19,140		**9570**	**9570**										
Audio (Mic Set) (Procurement)	3,828			**3828**										
Rally/ Cleanliness Drives (2 per ward monthly)	91,872		**7656**	**7656**	**7656**	**7656**	**7656**	**7656**	**7656**	**7656**	**7656**	**7656**	**7656**	**7656**
Social Media Posts (191 No's x daily 10 Posts2 20days/month)	458400		**38200**	**38200**	**38200**	**38200**	**38200**	**38200**	**38200**	**38200**	**38200**	**38200**	**38200**	**38200**
RRR Centres (@1 per ward)	3828		**828**	**1000**	**1000**	**1000**								
Establishment of ULB level Swacha badi	34			**15**	**15**	**4**	**30**							
State Level														
PEER Learning Tools (Mascots, Infatables)	369		**123**				**123**				**123**			
State Level Exhibition/Stalls	6			**1**		**1**		**1**		**1**		**1**		**1**
Kalajatharas	15,312		**1276**	**1276**	**1276**	**1276**	**1276**	**1276**	**1276**	**1276**	**1276**	**1276**	**1276**	**1276**
Exposure Visits/ Camps	Visit will be taken up monthly to the cities having Best Practices													
Awareness campaigns through digital display vehicles	3,828		**1 program per ward per day. Vehicles will be deployed regional wise**											